Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the

application.

Listing of Claims:

Claim 1 (Currently Amended): A method comprising:

accessing content descriptive data corresponding to content operable to be transmitted to

a reception system associated with a user;

accessing preference data that describes a content preference of the user and a

notification preference of the user;

determining to notify the user by comparing the content descriptive data with the

preference data and determining that the content descriptive data matches the preference data;

and

enabling notification of the user by transmitting two or more notification requests request

to a notification system across a link, the notification system designated by the notification

preference of the user;

wherein the two or more notification requests include a first request at a first time prior to

transmission of the content to the user to enable the notification system to notify the user of

content before it is transmitted, and a second request at a second subsequent time after

transmission of the content to the user, the second request to enable the notification system to

notify the user of content after it has been transmitted.

Claim 2 (Original): The method of claim 1, wherein accessing content descriptive data includes accessing content descriptive data corresponding to digital multimedia entertainment content selected for transmission to the reception system and operable to be transmitted over a broadcast channel to the reception system which comprises a memory to store the content.

Claim 3 (Currently Amended): The method of claim 1, wherein enabling notification of the user by transmitting a notification request further comprises:

generating a notification request by using at least a portion of the content descriptive data; and

transmitting the two or more notification requests request by using a predetermined stored address corresponding to the notification system.

Claim 4 (Previously Presented): The method of claim 1, wherein the notification system is selected from the group consisting of a pager, and a phone.

Claim 5 (Currently Amended): A computer-readable machine-readable medium having stored thereon data representing sequences of instructions that when executed cause a computer machine to:

access content descriptive data corresponding to content that has been selected for broadcast to a plurality of reception systems including a reception system associated with a user;

access predetermined preference data that comprises a predetermined content preference of the user and a predetermined notification preference of the user;

compare the content descriptive data with the predetermined content preference data to

determine to notify the user; and

~~generate a notification request based on the predetermined notification preference of the~~

~~user; and~~

enable notification of the user by transmitting [[the]] two or more notification requests

~~request~~ to a notification system ~~across a link~~, the notification system designated by the

predetermined notification preference of the user;

wherein the two or more notification requests include a first request at a first time prior to

transmission of the content to the user to enable the notification system to notify the user of

content before it is transmitted, and a second request at a second subsequent time after

transmission of the content to the user, the second request to enable the notification system to

notify the user of content after it has been transmitted.

Claim 6 (Currently Amended): The computer-readable ~~machine-readable~~ medium of

claim 5, wherein the instructions to enable notification of the user by transmitting the two or

more notification requests ~~request~~ to the notification system ~~associated~~ further comprise

instructions causing the computer ~~machine~~ to transmit the two or more notification requests

~~request~~ to the notification system selected from the group consisting of a personal computer, a

laptop, a personal digital assistant, and an email account.

Claim 7 (Currently Amended): The computer-readable ~~machine-readable~~ medium of

claim 5:

wherein the ~~instructions to generate a~~ two or more notification requests comprise ~~request~~

~~based on the predetermined notification preference of the user further comprise instructions~~

~~causing the machine to generate a notification request comprising~~ a portion of the content

descriptive data and a format appropriate for a requested notification system; and

wherein the instructions to enable notification of the user by transmitting the two or more

notification requests ~~request to a notification system associated with the user~~ further comprise

instructions causing the computer ~~machine~~ to transmit the two or more notification requests

~~request~~ using a predetermined address corresponding to the requested notification system.

Claim 8 (Currently Amended): A system comprising:

content descriptive data that describes digital content to be broadcast to a user;

a profile that includes content preference data for the user and a notification preference of

the user; and

a notification requesting system to access the content descriptive data and the profile, to

compare the content descriptive data and the profile, and to transmit two or more [[a]]

notification ~~request~~ requests to a notification system across a link, the notification system

designated by the notification preference of the user, if the content descriptive data matches the

profile;

wherein the two or more notification requests includes a first request at a first time prior

to transmission of the content to the user to enable the notification system to notify the user of

content before it is transmitted, and a second request at a second subsequent time after

transmission of the content to the user, the second request to enable the notification system to

notify the user of content after it has been transmitted.

Claim 9 (Original): The system of claim 8, wherein the notification system is a mobile

notification system.

Claim 10 (Currently Amended): The system of claim 8, wherein:

the digital content includes television programming;

the profile includes a television content preference for the user; ~~and~~

wherein ~~the notification requesting system is a notification requesting system to generate~~

~~a~~ two or more notification requests comprise ~~request comprising~~ a portion of the content

descriptive data; and

wherein the notification requesting system issues the two or more requests ~~request~~ using

a predetermined address of the notification system.

Claim 11 (Previously Presented): The system of claim 8, wherein:

the digital content includes digital content having a type that is selected from the group

consisting of music, software, and video game.

Claim 12 (Original): The system of claim 8, wherein the profile is coupled with the user

via a communication link and operable to be modified by the user.

Claim 13 (Original): The system of claim 8, wherein the profile comprises preference

data that was obtained by observing and recording content consumption by the user.

Claims 14-17 (Canceled)

Claim 18 (Currently Amended): A system comprising:

a receiver to receive broadcast content and content descriptive data;

a notification requesting system coupled with the receiver and comprising a

predetermined notification system address determined from stored notification preference data

and corresponding to a notification system, the notification requesting system to receive the

content descriptive data and to transmit ~~across a link~~ a two or more notification ~~request~~ requests

addressed to the notification system, the notification requests ~~request~~ comprising the content

descriptive data; and

a transmitter coupled with the notification requesting system to receive the two or more

addressed notification requests ~~request~~ and to transmit the two or more requests ~~request~~ to the

notification system;

wherein the two or more notification requests include a first request at a first time prior to

transmission of the content to the user to enable the notification system to notify the user of

content before it is transmitted, and a second request at a second subsequent time after

transmission of the content to the user, the second request to enable the notification system to

notify the user of content after it has been transmitted.

Claim 19 (Previously Presented): The system of claim 18:

wherein the notification system is a mobile notification system; and

wherein the notification requesting system comprises an address of the mobile

notification system.

Claim 20 (Original): The system of claim 18, further comprising:

a cache to store received content; and

a profiling system to modify a user profile by storing content descriptive data for content

that the user consumes.